

FAREFINDER:

Voyager Technologies has provided Internet Merchandising and booking systems to facilitate creative airline marketing to leisure customers. As our airline customers intensified the use of our technology, a new need became apparent.

Voyager provides the tools to airlines to feature fare program offers that are highly complex, and restricted. Yet the online consumer is able to easily select complex itineraries and determine when they are able to travel at the promoted fare level. However, as airlines develop multiple offers addressing different needs of both consumers and the airline, there is once again increased complexity for the consumer to sort through multiple programs. For this reason, Voyager developed an application called the FareFinder.



FareFinder - is designed for the customer to select parameters and conditions that will direct him or her to the fare program(s) most suitable to their own unique preferences. The concept at its simplest is utilized by legacy booking engines that require the passenger to enter departure and return dates to determine the available fare. We realize this legacy criteria is far too limiting for the leisure consumer.

Voyager's approach is to permit the online shopper to quickly click through a series of choices or options that will allow your customer to self select or match up with the most appropriate fare program. Parameters such as travel season and desired length of stay can be quite routine, whereas the more esoteric parameters include multiple stopover requirements, open jaw itineraries, and degrees of flexibility to change or obtain a refund. The goal is to allow the airline to offer multiple creative travel programs, and let the consumer select the features that are most desired. Voyager believes that increasing the self directed choices of the consumer rather than simply offering the lowest possible fare to everyone is one method of improving fare yields.

Because each airline has unique route systems, service features and other characteristics, Fare Finder criteria will be unique to each airline. This will permit the airline to market online to consumers using an approach designed to take full advantage of all the route and service attributes of the airline, rather than to simply focus on price to web consumers.

Each criteria choice will be set up based on the specific fare offers of the Airline. The goal is to direct the web consumer to the fare offer that most closely matches the criteria selected when utilizing Voyager's Fare Finder in conjunction with the airline's web site.

For more information or to schedule a demonstration of the PROFIT\$ system contact us at: 407.831.2305 or email at: sales@voyagertec.com.